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1. A method of broadcasting information regarding the <sup>a</sup> location of a plurality of items at a site comprising broadcasting a site signal representing a plurality of item records for receipt by a remote device, each said item record comprising an item identifier and item location, said item description, describing said item and said item location describing the location of said item relative to the site.

2. The method of claim 1 wherein the site is a building, the item comprises products within the building, and the site signal is broadcasted from a location within the building.

3. The method of claim 1 further including the step of receiving the site signal at a remote device within the site.

4. The method of claim 3 further including the step of the remote device comparing item information in the site signal with item information stored on the remote device, and displaying item information based on such comparison.

5. The method of claim 4 wherein the step of broadcasting occurs after the item information is stored in the remote device.

6. The method of claim 4 further including the step of ordering the displayed item information based on the item location information transmitted with the site signal.

7. The method of claim 6 wherein the remote device is a personal data assistant.

8. The method of claim 1 wherein the step of broadcasting a site signal is repeated.

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9. The method of claim 8 wherein the step of broadcasting comprises broadcasting the signal repetitively regardless of whether ~~the~~ said remote is present at said site.

10. A remote device for storing information about the location of products at a site, the remote device comprising:

a processor under the control of programs,

a modem for demodulating wireless signals containing information about items, the information including a description and location of the item,

a display,

instructions executable by the processor to (a) determine if items identified by the information within the wireless signal matches information relating to items stored in the remote device, and (b) display the matching items on the display.

11. The method of claim 10 wherein the remote device continuously seeks the site signal.

12. The method of claim 10 wherein the remote device seeks the signal in response to a user-initiated action.

13. The method of claim 10 wherein the instructions include displaying the matched items in accordance with the location of the item.

14. A method of locating products comprising:

obtaining a first broadcasted signal, the first broadcasted signal identifying a plurality of items and information relating to the location of the items within a site,

matching at least one item identified in the first broadcasted signal to item information stored on a portable device,

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obtaining a second broadcasted signal, the second broadcasted signal relating to the matched item and being broadcast at a point proximate to the location of the matched item,

providing an indication on the portable device that the second broadcasted signal has been obtained.

15. The method of claim 14 wherein the broadcast range of the first signal is greater than the second signal.

16. The method of claim 15 wherein the second signal is generated by a near-field wireless transmitter.

17. The method of claim 15 wherein the second signal is generated by a wireless LAN transmitter.

18. The method of claim 14 wherein the second signal identifies a class to which the matched item belongs.

19. The method of claim 14 wherein the second signal identifies the matched item.

20. The method of claim 14 further including displaying a notification that the matched item is associated with a coupon stored in the portable device.

21. A system for locating products in a store comprising:

a store transmitter broadcasting the identities of a plurality of products located within the store and information relating to (the) location of such products within the store,

a plurality of product transmitters each broadcasting the identity of a product or class or products, (the) location of the product transmitter being associated with the location of the product or class of products,

a portable device including a broadcast receiver, instructions and a processor capable of executing the instructions, the

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instructions including: receiving the identities and locations of the products or classes broadcast by the store transmitter; selecting one of the products or classes; receiving the broadcast of the product transmitter associated with the selected product or class; based on the strength of the product transmitter signal, providing an indication on the remote device that the device is at a location proximate to selected product or class.

22. The system of claim 21 wherein each product transmitter transmits a signal indicative of its associated product or class.

23. The system of claim 22 wherein the product transmitters transmit at the same bandwidth and the signal indicates the product or class by transmitting an identifier unique to the product or class.

24. The system of claim 21 wherein the store transmitter is located within the store and transmits a signal sufficient to reach the interior of the store.

25. The system of claim 21 wherein the store transmitter is located near the entrance of the store.

26. A system of identifying the location of products comprising:

a plurality of local transmitters at locations within a site;

a plurality of product transmitters, each product transmitter located near a product and transmitting information relating to the product and its location within a site, each product transmitter determining its location based a signal from a local transmitter;

a central receiver receiving the product and location information from the product transmitters;

a central transmitter transmitting information relating to the plurality of products and their locations received by the central receiver.

27. The system of claim 26 wherein each product transmitter determines its location based on a signal from a plurality of local transmitters.

28. The system of claim 26 wherein each product transmitter determines its location based on the signal strength of a plurality of local transmitters.

29. The system of claim 26 wherein the signal of each local transmitter includes information identifying the local transmitter.

30. The system of claim 26 wherein the signal of each local transmitter includes information identifying the location of the local transmitter.

31. The system of claim 26 wherein the product transmitters comprise wireless-LAN transmitters.

32. The system of claim 26 wherein the local transmitter broadcasts the position of the local transmitter on a shelf of products.

33. The system of claim 26 further including a portable device for receiving the information from the central transmitter and displaying at least one of the products associated with the information.

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